



MAHARAJA AGRASEN JOURNAL OF COMMUNICATION

(Bi-Annual & Bi-Lingual Research Journal)

Vol.-1, Issue-1, Jan.-June 2025, ISSN:

AI and Immersive Technology for Crisis Communication and Public Relations	Dr. Neha Bhushan
Cultural Resilience in a Global Media Landscape: Preserving Indian Identity Amid Convergence	Neelam Nanda Prabhat Samiksha Saini
Cybercrime through Money Transfer Applications (After Demonetisation)	Moksha Garg, Udita Singhal, Shilpa Pal
Bollywood Boycott Propaganda: a study on Digital Media	Riya Jain & Himanshi Gautam
Digital PR: The New-Age Game Changer for Brand Success	Dr. Neha Bhagat
OTT Crime Thrillers and Their Influence on Viewer Perception of Crime	Tammana
AI in Media Regulation: Combating Fake News and Hate Speech	Dr. Usha Kumari Nair & Mr. Akhilesh
सूचना-क्रांति और जन समाज	डॉ. मधु लोमेश
राजकुमार हिरानी के सिनेमा में सामाजिक सरोकार	डॉ. उमेश चंद्र पाठक
गांधी जी की पत्रकारिता का महत्त्व	डॉ. गुलशन गुप्ता

ISSN NO. -----

Maharaja Agrasen Journal of Communication

Volume 1, Issue 1 (June 2025)

CHIEF PATRON

Dr. Nand Kishore Garg

Founder Chairman & Chief Advisor, MATES

PATRON

Shri Vineet Kumar Lohia

Chairman, MATES

ADVISORY BOARD

Prof. Amitabh Srivastava

Dean,

Department of Culture and Media Studies,

Central University of Rajasthan

Prof. (Dr.) Durgesh Tripathi

Dean,

University School of Mass Communication

Guru Gobind Singh Indraprastha University, Delhi

Prof. (Dr.) Rajiv Ranjan Dwivedi

Department of Humanities

Delhi Technical University, Delhi

Prof. (Dr.) K. G. Suresh

Director, India Habitat Centre

New Delhi

Prof. (Dr.) Manoj Mishra

Dean, Faculty of Applied Social Science

Veer Bahadur Singh Purvanchal University

Jaunpur, Uttar Pradesh

Prof. Ashok Ogra

Advisor (Mass Communication)

Apeejay Institute of Mass Communication, Delhi

Editorial Board

Editor

Prof. (Dr.) Rajni Malhotra Dhingra

Director, MAIMS

mjmcresearchjournal@maims.ac.in

<https://maims.ac.in/wp-content/uploads/2021/08/Prof.-Dr.-Rajni-Malhotra-Dhingra-.pdf>

Associate Editor

Dr. Umesh C. Pathak

Head, Department of Journalism and Mass Communication, MAIMS

hodjournalism@maims.ac.in

<https://maims.ac.in/wp-content/uploads/2021/08/Dr.-Umesh-C.-Pathak-.pdf>

Assistant Editors

Dr. Nisha Singh

Associate Professor

Department of Journalism and
Mass Communication, MAIMS

nishasingh.faculty@maims.ac.in

<https://maims.ac.in/wp-content/uploads/2021/08/Dr.-Nisha-Singh.pdf>

Ms. Neelam Nanda Prabhat

Assistant Professor

Department of Journalism and
Mass Communication, MAIMS

neelamnandaprabhat.faculty@maims.ac.in

<https://maims.ac.in/wp-content/uploads/2021/08/Ms.-Neelam-Nanda-Prabhat-.pdf>

Dr. Gulshan Gupta

Assistant Professor

Department of Journalism and
Mass Communication, MAIMS

gulshangupta.faculty@maims.ac.in

<https://maims.ac.in/journalism-and-mass-communication/>

Dr. Priyanka Tyagi

Assistant Professor

Department of Journalism and
Mass Communication, MAIMS

priyankatyagi.faculty@maims.ac.in

<https://maims.ac.in/journalism-and-mass-communication/>

Dr. Neha Bhagat

Assistant Professor

Department of Journalism and
Mass Communication, MAIMS

nehabhagat.faculty@maim.ac.in

<https://maims.ac.in/wp-content/uploads/2021/08/Ms.-Neha-Bhagat-.pdf>

Ms. Shifali Ahuja

Assistant Professor

Department of Journalism and
Mass Communication, MAIMS

shifaliahuja.faculty@maims.ac.in

<https://maims.ac.in/wp-content/uploads/2021/08/Ms.-Shifali-Ahuja.pdf>

Maharaja Agrasen Journal of Communication is bi-annual and bi-lingual.

ISSN -----.

All rights reserved.

Disclaimer:

Views expressed in “Maharaja Agrasen Journal of Communication” are those of the contributors. The Editors and the Press do not necessarily subscribe to the views expressed by the contributors. The Editors disclaim all liability and responsibility for any error of omission in this publication.

All enquiries regarding the journal should be addressed to:

The Editor

Maharaja Agrasen Journal of Communication

Department of Journalism and Mass communication

Maharaja Agrasen Institute of Management Studies

Sector 22, Rohini, Delhi-110086

www.maims.ac.in

TABLE OF CONTENTS

<i>S.No</i>	<i>Articles</i>	<i>Author</i>	<i>Page No.</i>
1.	AI and Immersive Technology for Crisis Communication and Public Relations	Dr. Neha Bhushan	1-11
2.	Cultural Resilience in a Global Media Landscape: Preserving Indian Identity Amid Convergence	Neelam Nanda Prabhat & Samiksha Saini	12-23
3.	Cybercrime through Money Transfer Applications (After Demonetisation)	Moksha Garg, Udita Singhal , Shilpa Pal	24-33
4.	Bollywood Boycott Propaganda: a study on Digital Media	Riya Jain & Himanshi Gautam	34-40
5.	Digital PR: The New-Age Game Changer for Brand Success	Dr. Neha Bhagat	41-44
6.	OTT Crime Thrillers and Their Influences on Viewer Perception of Crime	Tammana	45-54
7.	AI in Media Regulation: Combating Fake News and Hate Speech	Dr. Usha Kumari Nair & Akhilesh	55-69
8.	सूचना-क्रांति और जन समाज	डॉ. मधु लोमेश	70-74
9.	राजकुमार हिरानी के सिनेमा में सामाजिक सरोकार	डॉ. उमेश चंद्र पाठक	75-78
10.	गांधी जी की पत्रकारिता का महत्त्व	डॉ. गुलशन गुप्ता	79-83